Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Original) A method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content and a customer database configured to store data concerning text content read by the customer, the method comprising the steps of:

storing data exclusively concerning text content read by the customer in the customer database;

receiving a search request comprising a search item from the customer;

comparing data concerning the search item with data concerning text content previously read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request; and

transmitting the obtained rating data to the customer for display at a customer computer.

2.   (Currently amended) The method of claim 1, further comprising transmitting similarity data to ~~the customer for display at~~ a customer computer <u>for display</u>, wherein the similarity data indicates the similarity of the search item with at least one item included in the text content previously read by the customer.

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

3.   (Original) The method of claim 2, wherein the similarity data is a rating of the percentage similarity between the search item and at least one item included in the text content previously read by the customer.

4.   (Original) The method of claim 1, further comprising the step of registering information regarding the text content previously read by the customer in the customer database.

5.   (Original) The method of claim 4, wherein the step of registering information includes receiving search item information from the customer computer, instructing a database server to search the first database, and generating a search results list.

6.   (Original) The method of claim 1, further comprising establishing the search item under consideration by the customer.

7.   (Original) The method of claim 6, wherein the step of establishing the search item under consideration by the customer is accomplished by:

receiving search criteria information from the customer;

instructing the database server to search the first database; and

displaying potential text content items on a customer web browser.

8.   (Original) The method of claim 7, wherein a text content item selected by the customer is used in obtaining rating data.

9.   (Original) The method of claim 7, wherein a text content item selected by the customer is used in obtaining similarity data.

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

10.   (Original) The method of claim 8, wherein a text content item selected by the customer is used in obtaining similarity data.

11.   (Original) The method of claim 1, wherein the step of comparing data includes:

searching keyword fields in the customer database based on keywords of the search item; and

rating candidate text content according to an algorithm.

12.   (Currently amended) The method of claim 11 [[9]], wherein the algorithm rates text content having a greater number of keywords in common with the search item under consideration higher than text content sharing fewer keywords.

13.   (Currently amended) The method of claim 11 [[9]], wherein the algorithm rates text content having a ~~substantial~~ number of [[, but not too many,]] keywords in common, in the range between about 60 percent and about 75 percent, with the search item under consideration as the highest-rated text content.

14.   (Currently amended) A method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content and a customer database configured to store data concerning text content read by the customer, the method comprising the steps of:

receiving a search request comprising a search item from the customer;

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

comparing data concerning the search item with data concerning text content

previously read by the customer by accessing the first database and the customer database to

obtain rating data responsive to the search request;

transmitting the obtained rating data to ~~the customer for display at~~ a customer

computer <u>for display</u>; and

transmitting similarity data to the ~~customer for display at a~~ customer computer <u>for</u>

<u>display</u>.

15.   (Original) The method of claim 14, further comprising the step of registering

information regarding the text content previously read by the customer in the customer

database.

16.   (Currently amended) A method for providing evaluation information to a

customer using a system comprising a first database configured to store data concerning text

content and a customer database configured to store data concerning text content read by the

customer, the method comprising the steps of:

registering information regarding the text content previously read by the customer in

the customer database;

receiving a search request comprising a search item from the customer;

comparing data concerning the search item with data concerning text content

previously read by the customer by accessing the first database and the customer database to

obtain rating data responsive to the search request; and

transmitting the obtained rating data to ~~the customer for display at~~ a customer

computer <u>for display</u>.

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

17.   (Original) A system for providing evaluation information to a customer comprising:

a customer computer programmed to transmit a search request comprising a search item, and to display search results;

a first database configured to store data concerning text content;

a customer database configured to store data exclusively concerning text content read by the customer;

a database server, connected to the first and customer databases, programmed to compare data concerning the search item with data concerning text content read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request.

18.   (Original) The system of claim 17, wherein the database server is further programmed to register information regarding the text content read by the customer into the customer database.

19.   (Original) The system of claim 17, wherein the database server is further programmed to transmit the rating data and similarity data to the customer for display on the customer computer.

20.   (Original) A system for providing evaluation information to a customer comprising:

a customer computer programmed to transmit a search request comprising a search item, and to display search results;

a first database configured to store data concerning text content;

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

a customer database configured to store data concerning text content read by the customer;

a database server, connected to the first and customer databases, programmed to compare data concerning the search item with data concerning text content read by the customer by accessing the first database and the customer database to obtain rating and similarity data responsive to the search request.

21.   (Original) The system of claim 20, wherein the database server is further programmed to register information regarding the text content read by the customer into the customer database.

22.   (Original) A system for providing evaluation information to a customer comprising:

a customer computer programmed to transmit a search request comprising a search item, and to display search results;

a first database configured to store data concerning text content;

a customer database configured to store data concerning text content read by the customer;

a database server, connected to the first and customer databases, programmed to:

register information regarding the text content read by the customer into the customer database; and

compare data concerning the search item with data concerning text content read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request.

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

23.   (Currently amended) The system of claim 22, wherein the database server is further programmed to transmit the rating data and similarity data to ~~the customer for display on~~ the customer computer <u>for display</u>.

24.   (Currently amended) An article of manufacture embodying a program of instructions executable by a machine, the program of instructions including instructions for:

receiving a search request comprising a search item from ~~the~~ <u>a</u> customer;

comparing data concerning the search item with data concerning text content previously read by the customer by accessing <u>a</u> ~~the~~ first database and <u>a</u> ~~the~~ customer database to obtain rating data responsive to the search request; and

transmitting the obtained rating data to ~~the customer for display at~~ a customer computer <u>for display</u>;

wherein the customer database that is accessed stores only data concerning text content read by the customer.

25.   (Current amended) The article of manufacture of claim 24, further <u>includes</u> ~~including~~ instructions for registering information regarding the text content previously read by the customer in the customer database.

26.   (Currently amended) The article of manufacture of claim 25, further <u>includes</u> ~~including~~ instructions for transmitting similarity data to the ~~customer for display at a~~ customer computer <u>for display</u>, wherein the similarity data indicates the similarity of the search item with at least one item included in the text content previously read by the customer.

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

27. (Currently amended) An article of manufacture embodying a program of instructions executable by a machine, the program of instructions including instructions for:

registering information regarding the text content previously read by ~~the~~ a customer in a ~~the~~ customer database;

receiving a search request comprising a search item from the customer;

comparing data concerning the search item with data concerning text content previously read by the customer by accessing a ~~the~~ first database and the customer database to obtain rating data responsive to the search request; and

transmitting the obtained rating data to ~~the customer for display at~~ a customer computer for display.

28. (Currently amended) A method for providing text content evaluation information to a customer computer in response to a request for search item evaluation information from the customer computer using a system comprising (1) [[a]] the customer computer programmed to transmit a search request for text content evaluation information and to display the search results; (2) a bi-directional network connection between said customer computer and a web server ~~computer~~ allowing data transfer therebetween; (3) a first database for storing data concerning text content; (4) a customer database for storing data concerning text content read by the customer operating the customer computer; and (5) a database server, connected to the web server, programmed to receive customer computer search requests ~~from~~ through the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web server, the method comprising the steps of:

a) initiating a search request at the customer computer to evaluate a search item under consideration by the customer;

b) receiving the search request at the web server;

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

c) transmitting the search request from the web server to the database server, whereby the database server compares data concerning the search item stored in the first database with data concerning text content read by the customer operating the customer computer to obtain search item evaluation information ~~data~~ responsive to the search request; and

d) transmitting the search item evaluation information ~~data~~ from the database server to web server for display of the search item evaluation information ~~data~~ at the customer computer.

29.   (Original) The method of claim 1, further comprising registering text content read by the customer into the customer database.

30.   (Currently amended) A method for providing text content evaluation information to a customer computer in response to a request for search item evaluation information from the customer computer using a system comprising (1) [[a]] the customer computer programmed to transmit a search request for text content evaluation information and to display the search results; (2) a bi-directional network connection between said customer computer and a web server ~~computer~~ allowing data transfer therebetween; (3) a first database for storing data concerning text content; (4) a customer database for storing data concerning text content read by the customer operating the customer computer; and (5) a database server, connected to the web server, programmed to receive customer computer search requests ~~from~~ through the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web server, the method comprising the steps of:

a) initiating [[a]] the search request at the customer computer to evaluate a search item under consideration by the customer;

b) receiving the search request at the web server;

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

c) transmitting the search request from the web server to the database server, whereby the database server compares data concerning the search item under consideration with data concerning text content, both from the first database and <u>the customer database</u>, to identify text content related to the search item under consideration;

d) transmitting <u>the</u> related text content data from the database server to the web server for display of the related text content data at the customer computer;

e) registering text content items that have been read by the customer from the related text content data;

f) comparing data concerning the search item under consideration with data concerning the registered text content <u>items</u>, both from the first database <u>and the customer database</u>, to obtain search item <u>text content</u> evaluation <u>information</u> ~~data~~ responsive to the search request; and

g) transmitting the search item <u>text content</u> evaluation <u>information</u> ~~data~~ from the database server to web server for display of the search item <u>text content</u> evaluation <u>information</u> ~~data~~ at the customer computer.

31.   (Currently amended) A system for providing text content evaluation information to a customer computer, in response to a request for search item evaluation information from the customer computer, <u>wherein the customer computer is programmed to transmit a search request for search item evaluation information and to display search results, the system</u> comprising:

~~a customer computer programmed to transmit a search request for search item evaluation information and to display the search results;~~

a network connection between said customer computer and a web server ~~computer~~ allowing data transfer therebetween;

a first database for storing data concerning text content;

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

a customer database for storing data concerning text content read by the customer operating the customer computer; and

a database server, connected to the web server, programmed to receive customer computer search requests ~~from~~ through the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web server, wherein the search results are transmitted to the customer computer for display on the customer computer.

32. (Currently amended) The system of claim 31, wherein the search results comprise registration search results including a list of text content items presented to the customer as registration candidates, having ~~the~~ a greatest number of keywords that match the keywords associated with a search item under consideration by the customer.

33. (Currently amended) The system of claim 31, wherein the search results comprise registration search results including a list of text content items presented to the customer as registration candidates, ~~selected for having neither too many nor too few~~ when the greatest number of keywords equal to the keywords associated with a search item under consideration by the customer is in the range between about 60 percent and about 75 percent.

34. The system of claim 31, wherein the search results comprise evaluation search results including an initial list of text content items, presented to the customer as recommendation candidates, generated by matching keywords with a search item selected by the customer.

35. The system of claim 34, wherein the evaluation search results further include an alternate list of text content items generated by matching text-content-related data other

Appl. No. 09/846,100
Amdt. dated November 15, 2004
Reply to Office action of August 19, 2004

PATENT

than keywords, said alternate list being created by the database server in the event the initial

list of text content items is unsatisfactory to the customer.